

Tendencies of small business development in the Russian information economy

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Abstract

© MCSER-Mediterranean Center of Social and Educational Research. The problem of small businesses products and services promotion with the using of new information technologies is considered in the article. The particular attention is paid to small businesses products and services promotion through social networks, especially on the Russian level. There is observation of the small businesses economic activities and social networks, which are preferable for a small business development. The basic ways of products and services promotion on social networks have been found out and there are given some recommendations on the most successful and rapid onset of the consumer audience attracting campaign. The proposed method of indicator calculation which shows the number of potential buyers will allow to calculate the approximate number of potential buyers for any business account in Instagram.

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Keywords

Enterprise, Instagram, Small business, Social network, The information economy, The information technology